2061033867

Get a free lighter, just for answering this Smoker's Survey.

For Smokers Only. Please complete the following information about yourself, fold, seal and mail by December 31, 1991. To receive your free lighter, be sure to sign where indicated.

Thank you.

NTC9

☐ Mr.
☐ Ms. _____ (First) _____ (M.I.) _____ (Last)
☐ Mrs.

Address _____ Apt. # _____

City _____ State _____ Zip _____

Phone ( ) _____ Birthdate ____ / ____ / ____ (Month / Day / Year) ☐ Male ☐ Female

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) _____

1. What is your regular brand of cigarettes–that is, the brand you smoke most often?

_____ (full brand name)

2. How long have you smoked this brand?

☐ Less than 1 year ☐ 2 to 3 yrs. ☐ Over 5 yrs.
☐ 1 to 2 yrs. ☐ 3 to 5 yrs.

3. Is your regular brand...?

a. ☐ Filter or ☐ Non-Filter
b. ☐ Menthol or ☐ Non-Menthol
c. ☐ Regular/King Size, ☐ 100's or ☐ 120's

4. Are any of these words on your pack? *(Check one.)*

☐ Medium
☐ Lights/Low Tar/Milds
☐ Ultra/Ultra Lights/Ultra Low Tar
☐ Extra Milds/Extra Lights
☐ None of these words are on my pack.

5. Do you usually buy it by the...?

☐ Pack ☐ Carton ☐ Both Ways

6. What, if any, was your previous brand?

_____ (full brand name)

7. The next time you go to the store, if your regular brand were not available, what would you do? *(Check one.)*

☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

8. Out of the last 10 times you bought cigarettes, how many times did you use money-off coupons?

☐ None ☐ 3 to 6 times
☐ 1 to 2 times ☐ 7 or more times

9. If your regular brand were not available, which of the following brands would you consider buying? *(Check all that apply.)*

☐ Alpine
☐ Benson & Hedges
☐ Bristol
☐ Bucks
☐ Cambridge
☐ Camel
☐ Capri
☐ Carlton
☐ Doral
☐ Kent
☐ Kool
☐ Marlboro
☐ Merit
☐ More
☐ Newport
☐ Parliament
☐ Pyramid
☐ Salem
☐ Saratoga
☐ Store/Generic
☐ Superslims
☐ Vantage
☐ Viceroy
☐ Virginia Slims
☐ Winston
☐ Other _____ (full brand name)

10. How many packs of cigarettes did you smoke in the past month? *(Note: 1 carton = 10 packs)*

Total # Packs ____

11. Of these total packs, how many were your regular brand and how many were other brands?

Regular Brand # Packs ____

Other _____ (full brand name) # Packs ____

Other _____ # Packs ____

Other _____ # Packs ____

12. Where do you usually buy your cigarettes? *(Check one.)*

☐ Supermarket
☐ Grocery
☐ Convenience/Gas
☐ Drug Store/Pharmacy
☐ Other

13. On a scale of 1 to 6, please indicate how much you agree or disagree with the following statements. *(Circle only one answer per statement.)*

a. A store brand or generic cigarette is usually just as good as a nationally advertised "name brand."

1 2 3 4 5 6
Disagree Completely *Agree Completely*

b. I feel that the recent anti-smoking publicity is being exaggerated.

1 2 3 4 5 6

14. I am willing to contact my elected officials about my rights as a smoker.

☐ Yes ☐ No

Free Lighter Offer good until 12/31/91, or while supplies last. Please allow 6 to 8 weeks for delivery. Only manufacturer's warranty applies. Not responsible for lost, late, misdirected, mutilated or postage-due mail. Offer good only in U.S.A. Consumer Survey Associates lighter offers are limited to one per person regardless of the number of surveys completed. Void where otherwise prohibited, taxed or licensed. Offer limited to smokers 21 years of age or older.

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Moisten here to seal before mailing.

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